



*Wild, Natural & Sustainable®*

Dear ASMI Team Members,

Welcome to the All Hands meeting.

For this meeting we have reverted to the more traditional schedule which will open with presentations to help you come up to speed on ASMI activities over this past year, give you a clear picture of where we stand with harvest data and cash flow, and understand the situation with the State of Alaska budget. Armed with this information we ask to roll up your committee sleeves and provide your insight and recommendations for the Board and for the staff on the best way to use our resources in the coming years.

We face some real challenges in the marketplace and in Alaska which will impact ASMI's ability to conduct our marketing activities over the next few years. The result will likely be less money to work with so we need to be smart in how we allocate our resources. We should approach these challenges as opportunities to rethink our go to market strategy and reset our priorities

We are blessed to have on our committees the brightest and most talented people in the Alaska Seafood Industry. The Board will look to you to evaluate your programs and help them chart a course for the future. Key questions to ask yourselves as you deliberate over the next few days are:

What is working?

What is not working?

What can ASMI do about it?

Please think about the big picture, look long range and focus on changes we may need to make that will benefit the industry in the long run. Also, please focus on things that ASMI can actually do something about.

Although we face many challenges it is not all gloom and doom. We still produce the best products in the world from the best managed and most abundant fisheries on earth. Things will get better and we simply need to position ourselves to take maximum advantage when they do. For us to do so we need you to bring your A-Game and to please leave your company hats at home...for the next three days we are all TEAM ASMI working for the overall good of the Alaska Seafood Industry

I look forward to seeing you in Anchorage.

See you over the next swell,

Ray